

Thu, 30 Aug 2012

4:46 AM

## Six Suggestions of future development for Apple

Tim Cook, Apple's current CEO, Cook is a madman, single so far. He has been serving at IBM 12 PC sector that was responsible for manufacturing and distribution operations in North America and Latin America. In early 1998, Tim Cook entered into the Apple, were appointed as Vice President, head of Apple computer manufacturing works. On August 25, 2011 succeed as Apple CEO from Steve jobs. In recent days, coinciding with the Cook new broom 1 anniversary, but that for him, the term has only just begun. The new CEO for Apple, how do you see almost one year's performance? Do you think that, within the next 1 year, how will he deal with Apple's current situation? He must do what positive improvements to let Apple continue to be brilliant? As the new CEO of Apple boss, it is recommended that Tim Cook will do most of the future 10 pieces.

1.Apple's fiscal third quarter revenue reached \$ 35.023 billion, over \$ 28.571 billion growth last year; Apple's third-quarter net profit of \$ 8.824 billion, over the same period last year of \$ 7.308 billion growth. As we can see, on the earnings of the two main products, their performance is higher than the same period last year, setting a new record. Q3 growth last year compared to about \$ 1.5 billion in net profit, and Apple decided to distribute cash dividends.

In addition to iPhone and iPad outside these two pillars of product, Apple can do miracles? Steve Jobs has made it clear that not launches 7-inch iPad mini version, current best 4:3/9.7 inch iPad tablet form. 7-inch iPad degrade the user experience, increase the difficulty developers, increasing adaptation difficulties, in addition to other to curry favour with consumers at low prices, such as an iPad mini tablet is not good for anyone.

But now, about the rumours of the iPad mini new messages come out every day, and all the rumors are confirmed, Apple will launch a 7-8-inch product of this year. Samsung, Amazon and Google's 7 inch Android Tablet is big sellers, let an Apple shareholder pressure on Cook is not small. Make money, guarantee the high speed of Apple's revenue growth had been Cook's first task. Attitudes towards product, is not like Steve Jobs sitting in calm water.

2.After winning the battle of Korea Samsung Electronics patent, Apple shares 27th all-time high, a market capitalisation of \$ 633.386 billion. On the smart-phone market, Samsung par with Apple, but in the Tablet market, Apple is ahead. Apple has introduced

innovative products in the future, constantly exerting force with it.

2012 Q3 Earnings showed that 26 million iPhone were sold, an increase of 28%; iPad has sold 17 million units, an increase of 84%. Apple's largest source of revenue remains the iPhone and related products and services, this part of the revenues reached \$ 16.245 billion, \$ 13.331 billion over the same period last year rose again 22%; from the iPad and related product and service revenues of USD 9.171 billion.

The future, Apple needs to constantly add new key selling points, stimulate purchase Apple fans. Apple fans -this thing Apple grasped very well. In China, millet learning Apple also achieved significant success in this regard. As long as Apple's new product, there will be a cloud of Apple fans to flocked lining up to buy, this is the depth of the user control. Besides, Apple also have driven a lot of peripheral industry, for example iPhone accessories, such as

cool  
iPhone4s cases, unique iPhone4s cases, stylish iPhone4s cases, leather  
iPhone4s cases and so on.

3. But generation after generation of new iPhone and iPad, do you really think that it can attract users to upgrade? Upgrade from 3GS to iPhone 4, there is a marked improvement, and from iPhone4 to 4S does not have a huge improvement. In addition to the 4 outside the core GPU with 8 million pixels camera, it has almost without any change. Siri for most users, is only one optional stunt.

Does iPhone5 make a new change? True quad-core processors, elegant 16:9 screen, better iOS6 operating system. Do these sufficient to attract the user's eyes? For users with hands held iPhone4 and 4S, iPhone5 can bring new upgrades do impulse?

4. Buy 32GB previous version of iPhone4 feel just right, iPhone4S feel more 32GB should be enough for now. 5GB Apple iCloud service standard storage space, and Apple employees can enjoy 50GB iCloud storage space per person. The price of this service needs \$ 100 a year, roughly the same service content previously on the MobileMe service.

This thing, we now think it is virtual. Application couldn't keep up, can't fall, cloud computing pain points to a number of political campaigns in the media. Apple Cloud Computing Center far away overseas, I will not speak problems and fell to the ground, for users in China alone on the iCloud speed problem very embarrassing. Even provided free of charge for users in China 50GB

iCloud significance is unlikely. With iCloud experience better, more cohesive user experience, that is the road to future development.

2012 Q3 Earnings showed, Apple has sold 6.8 million iPod, fell 10%. From iPod revenues of us \$ 1.06 billion, fell over last year 20%, this group of figures indicates the Apple has trump cards product line was quietly toward the decline.

5. For iPod, Apple seems to be no good way. Now both iPhone or iPad can sync songs through iTunes. One "authentic" digital music player, for many users became the move's "cumbersome". But for most Apple fans, feeling for iPod is still here. This makes Apple still has potential, through a combination of new technologies to make iPod glow of youth.

6. iTunes looks like an application, but it itself is a collection of massive XML page. iTunes is Apple's advanced digital music marketing tool, and subsequently became a relying on mobile application stores. In the United States iTunes provides a wealth of content from paid download music, podcasts, downloads, and so on with everything. In China beyond the dull books and podcasts, you can hardly find other services and content. For users in different areas to provide richer and more innovative services, so as to fully tap the potential of the iTunes.

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4:52 AM

## How the Apple will develop in the future

Tim Cook, Apple's current CEO, Cook is a madman, single so far. He has been serving at IBM 12 PC sector that was responsible for manufacturing and distribution operations in North America and Latin America. In early 1998, Tim Cook entered into the Apple, were appointed as Vice President, head of Apple computer manufacturing works. On August 25, 2011 succeed as Apple CEO from Steve jobs. In recent days, coinciding with the Cook new broom 1 anniversary, but that for him, the term has only just begun. The new CEO for Apple, how do you see almost one year's performance? Do you think that, within the next 1 year, how will he deal with Apple's current situation? He must do what positive improvements to let Apple continue to be brilliant? As the new CEO of Apple boss, it is recommended that Tim Cook will do most of the future 10 pieces.

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of content from paid download music, podcasts, downloads, and so on with everything. In China beyond the dull books and podcasts, you can hardly find other services and content. For users in different areas to provide richer and more innovative services, so as to fully tap the potential of the iTunes.

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Sat, 1 Sep 2012

4:37 AM

## Let us look at Apple iPhone5

This year of iPhone seems to more let people to care, strictly significance said, this is Apple first iPhone in the post-Jobs era, and throughout entire phone market, the first of throne smart phone was taken away from Samsung, after Android camp in experience brutal type, the expansion still maintained strong of growth momentum, can iPhone5 continue to maintained leading place, a paragraph models can resistance live Android of raging army, became maximum of aspect.

Fortunately Apple has always been to confidential known, in riddled with iPhone 5, let we to ahead of a peep iPhone5 of specific details, many specifications has confirmed by media, and also has from Shenzhen manufacturers multi-of recognized, phone of home in Shenzhen of information sources also confirmed has iPhone5 of General modeling, then next let we by one inventory about, what which changes will appears in iPhone 5.

In-cell 4 inch screen

As Android phones on the big-screen expansion is going far, iPhone still adhere to the original 3.54 inches that seems a bit stingy, it has already been 5 generations, the screen does not change, there is no doubt that large screen is the trend right now, until this year, Apple has finally made up his mind, to launch large-screen iPhone.

iPhone 5 uses a 4-inch screen design

It is learnt that the iPhone5 will use 4-inch touch screen, the screen width has not changed, length is increased, aspect of detail will detail on the next page, we talk about it the screen material,

iPhone5 will employ an In-cell screen technology, creating more translucent, more power and thinner screen.

In-cell screen resolution

This new technology is called a In-cell touch sensor integrated in the touch panel LCD Panel, no separate touch, touch layer is typically a 0.5 mm thickness, because it does not use a separate layer of touch, not only makes the screen more thin, also provides improved image quality, increased light transmission rate, more power in the same brightness, but also thinner.

More new iPhone screen panels

But the LG OptimusG has spearheaded the introduction of the screen, and published the products out, LG was able to grab the first episode that comes from it is one of the three companies involved in the in-cell screen design and manufacturing.

1136x640 resolution display

As I said before, approach is to increase the length of the iPhone 5 and increase the screen size, the width is not to change, which leads to iPhone5 produce a strange resolution: 1136x640, this information when viewing the Apple system code in foreign media 9to5Mac found, not surprisingly, iPhone5 has the same width iPhone 4S, but it has more slender fuselage.

New iPhone panels longer than the old iPhone

Strange resolution raise concerns about application of adaptation problems, it is learnt that the old application (display resolution of 960x640) runtime will automatically stay two black edges for iPhone5, display content shows the same size with iPhone 4S, newly designed program can adjust resolution for full-screen display. However, there are many manufacturers have made the iPhone5 accessories, I have little worried about the size is the same with new iPhone5, in my opinion, iPhone4 accessories are very good, such as

unique

iPhone4 cases, stylish iPhone4 cases, cool iPhone4 cases,

cute

iPhone4 cases and so on.

The back shell uses metal and glass materials

Finished in front of the screen, we talk about back design.

Because of iPhone4 using glass material design, make the body look noble simplicity, superb was hailed as works of art, but the attendant is fragile problem. Colleague iPhone4S this design, but on the iPhone 5, Apple will adopt a new shell design.

Still use the dual-core processors?

For the iPhone, processor configuration cannot improve too much

on their own performance, due to the optimization of the system itself is very good, even lower than Android phone configuration, can also better than Android smooth stability, perhaps based on this point, technology blog 9TO5Mac reports, iPhone5 on-Board may still be dual-core processor, model ARM S5L8950X processors.

#### Summary

New designs and more intelligent software, above regarding iPhone5 relatively critical of anecdotal, of course, a more important point, which is the name of the new iPhone or iPhone5 that still hasn't yet, I also tend to the new iPhone, which is designed to snap with iPad and Mac, diluted product model, highlighting product characteristics. Above of six article rumors basically to make his calculations, it is regret that in large screen aspects, Apple still has no too large of breakthrough, and Samsung and HTC has obtained has huge of success in large screen phone market, and has got many users, this is iPhone cannot touched, while low price market, Apple seems to still does not intends to entered, think back to iPod was monopoly market, was enough subdivision of products line, now iPhone still is soldier battle, how Apple layout in the future, Only from September 12 Conference announced

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Music:

**Mon, 3 Sep 2012**

4:11 AM

### Can iPad mini catch up with Amazon and Google

Media reported that Apple will intend to improve iPad mini's production in September, which makes a preparation for the October release of the product. According to industry sources from Apple's supply chain that iPad mini has been put into operation in June of this year, monthly output in the order of hundreds of thousands of units. But from the beginning of September, Apple's supply chain will raise monthly production to 4 million iPad mini.

It is reported that Apple's supply chain has now get full preparations for the arrival of the iPad mini, only waiting for Apple's signal, it will go all out, and the 4 million capacity to meet market demand for iPad mini is now to be on the sidelines. Due to the Apple Tablet iPad left good impressions on people, so people are willing to pay for their "high price" to buy it, this halo effect makes iPad mini occupy the market advantage.

According to the latest news that the Apple iPad in small size mini Tablet PC will be released in September, together with the

iPhone 5, whereas formal sale time is October, Apple's iPad mini suppliers will supply output of 4 million units every month. The message said that in fact Apple iPad mini has started trial production in June this year, and Apple products the important contract manufacturer Foxconn also made an recruitment over the summer, but it could also be considered to be ready for the iPad mini capacity ramp.

According to the current iPad mini information exposing this tablet will have a 7.85-inch screen, resolution up to 2048x1536, uses iOS 5 operating system, price may be \$ 299, which is 1899. There is news that is different from other competitors ' products, iPad Mini will be of a thin border design, which makes the display area larger. In addition, the message also claimed that iPad mini fuselage only 7.2 mm thick, this will be the most thin iPad. This product will be more like a magnified version of the IPOd Nano, rather than the narrow version of the iPad, and its prototype are similar to the 3rd generation iPod Nano. Besides, I have to say that Apple has driven many related products, for example ipad accessories, such as

cheap

ipad2 case, cheap ipad1 case,

cheap

new ipad case and so on.

Currently, Apple's supply chain has prepared for iPad mini on sale. Industry analysts are optimistic about the sales of the iPad mini, after all, small size tablet competition is quite fierce, and Apple in the small form-factor Tablet PC market will only be counted as latecomers, it is needed to be faced very keen competition from rivals such as Samsung, Amazon and Google. Apple-reached another all-time high in the market is already an indisputable fact. Apple stock prices last week hit a historic high, the market value of over \$ 600 billion. Market research firm Yankee Group expects Tablet sales will overtake PC sales in 2015.

A smaller size iPad rumors contributed to Apple's market value over \$ 600 billion, this is Apple's charm. Smaller size iPad in fact there is no innovation. In addition to the changes in the size, what Apple didn't bring more innovative thing to Tablet market. Analysts believe that Apple launched the small-size iPad tablet computer, but also to meet the challenges of competitors.

Current small size of Tablet is a fierce competition in the Tablet market, the major manufacturers continue to push these

innovations, new products abound. Start by looking at the Google Nexus 7, which is a position very clear product, avoiding the current Tablet market to 10 inches for the mainstream, incorporates several novel features such as Google voice search. It also was the first to pick up the Android Tablet 4.1 system, very attractive and handy as a model of excellent tablet, the design of Samsung Galaxy Tab P3110 is extremely appealing, while the same is 7 inches, it take the hive system, the more experienced. The most critical is that it retains the call function, can do both Tablet enjoy endless entertainment, but also as a phone to meet everyday needs; Lenovo ACER A100 is a meeting the requirements of young people 7-inch Tablet PC, portability is ideal. Bare metal weight of 410 grams, carried a portable convenient. Second is overall comparative fashion. ACER A100 provides a variety of color, styles, you can meet young people's pursuit of individuality. Third, prices more affordable. Guide prices less than 2000 Yuan, the price threshold is not high, meet the criteria for mass consumption.

On the Tablet PC market, the pressure on Apple has quietly growth, simply because there has been no real confrontation iPad product, before its exclusive first in market share. As more and more came out of the competition, Apple felt unprecedented changes in the competitive landscape, if the product is an extension of their original pattern, had failed to completely cover the market demand, therefore only hope that can make a difference in small size on the iPad.

Apple was not willing to launch small size iPad that is for fear of eroding its own iPhone user base. But now small-size iPad, as well as increased competition in the market, Apple had to re-layout your own product lines and coverage. Considerable competitive pressure faced by today's iPad mini. The major reason is that other manufacturers spend more time involved in the field of small-size tablet, many models to choose from in the market, and the price only over thousands of affordable products abound, a challenge to iPad mini.

In addition to market competition, innovation is still Apple issues that cannot be ignored. Current iPad Tablet product advantages are reflected in the high quality content in the App Store only, others nothing. From iPhone4 to iPhone4S from iPad2 to New iPad to iPad mini, new product changes are smaller, smaller size iPad basic there is no innovation, drop the size changes, Apple can give what people's eyes light up products? Judging from the current form, size alone is cannot be resolved gradually stalled situation in innovation for Apple. Apple wants to

continue in the Tablet market dominance, it is important to strengthen innovation. Now both the watchers and the capital market, including competitors, are waiting for the Apple brand. Let the tiller, depends on Apple in the second half will not be able to rely on the iPad Mini made a beautiful combination of brand in the market.

You may interested on:

iphone4

dustproof plug

Security: Public

Location: Not Specified

Mood: Not Specified

Music:

Tue, 4 Sep 2012

4:14 AM

### WP camp will continue to grow

The patent dispute of Apple Samsung has continued IT industry of "century war" for a year, at last Apple gained a complete victory, but thereafter Apple took WINS Chase, applications in United States banned 8 paragraph Samsung smart phone, and this eight smart phones that is used the Google of Android system, although Samsung in United States lost on Android camp, the effect was not clear, but finger dark referred to Google self-evident.

Apple and Google, although this did not previously conducted direct exchanges, Apple even issued a statement saying that the patents involved are not Android core patents. Apple made such a statement on the surface, but secretly it is not difficult to see, Google Android has a serious threat on the Apple Phone dominance.

According to the IDC statistics, Android systems in the second quarter of this year accounted for 68%, Apple iPhone shipments only accounted for 17%. Android is flooded with smartphone market, expanding the reach of Google and the consumer. Samsung is headed to Android that posed the greatest threat to Apple in the Android camp, and Samsung accounted for 32.6% in global smartphone market share, and Apple accounted for only 16.9%. In response, Apple won't die, and Samsung made Google's Android camp down a great blow, Microsoft and Nokia or will attract more manufacturers join the WP camp.

The patent war of Samsung and Apple will result in significant effects on the Smartphone products as a whole, not only the pressure of the Android camp and Apple's strong ally. And established operating system giant Microsoft in the Smartphone is also strong Chaser, is pushing its Windows Phone operating system,

Android manufacturers are also its co-operation objectives, if Google cannot help in the patent wars, Android camp will pour into the arms of Microsoft, Nokia will come back. However, it is still hard to beat Apple, after all, Apple iPhone has many loyal fans, we can see this case from the hot iPhone accessories, such as bling iPhone4 cases, leather iPhone4 cases, cute iPhone4 cases, metal iPhone4 cases and so on. Not only the Apple iPhone is big sellers, iPhone accessories also have big sales.

Moreover, Samsung executives also said they would take measures, reducing dependency on Android. Samsung's IFA consumer electronics fair in Berlin posted on the Galaxy while Note 2, also launched with Windows Phone 8 ATIV s smart phones, this suggested that further cooperation between the two sides will be closer together.

Apart from Samsung, Android and other smartphones using the Android mobile operating system manufacturer may also abandon or modify their own mobile phone features, or have to do in order to prevent infringement of Apple's patent. ZTE V965W 3G Win Phone became the first domestic Smartphone using Windows Phone7.5 systems, and later I think Huawei and other mobile phone manufacturers will introduce to Win8smartphone, such as mobile phones, mobile phone manufacturers will not be too after a single release of Android phones, after all, is not conducive to cell phone product line development, is bound to increase a system to reduce risk.

At the same time Apple will become from high-end to tacky and no individuality, changing shells are not personality. Android open source who developed are no one responsible for system and updates slowly. As for WP, new product needs to be improved, but its square is not only an icon, or display information Windows, prominence and connections systems combine charm, WP will be too high to be popular. WP is most likely to open the current Smartphone monotone pattern, after all, market needs pluralism, the user needs to select.

It is easy to see, Samsung might be as simple as a warm-up for guardian war for Apple, Android handset manufacturers embrace the WP new systems avoid thrown an Apple patent prosecution again brought troubled, it is their considered thing. When Huawei, ZTE,

millet, Lenovo grabbed market share year after year, people slowly abandon the stigmatization of mental state-owned smart machines, when Apple shares could rise again-free time, when people had enough to become arcade iPhone, Win8 's arrival, or Win8 will usher in boom.

Security: Public

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Music:

Wed, 5 Sep 2012

5:30 AM

## Top Prospect Seven Electronic Products in This Autumn

According to foreign media reports, the United States financial media CNNMoney recently wrote an article of this fall's most anticipated seven electronics products, Apple's upcoming next-generation Smartphone iPhone5 topped the rankings.

In the next 3 months, the corporation will publish some of the key products that are looking forward to a new electronic product for markets. The following is this fall's most anticipated seven electronics products:

### 1.Apple iPhone5

Release time: September

After the end of each summer, in accordance with Apple's practices, the company will launch a new generation of iPhone mobile phone.Apple iPhone 5--in any case to call the next generation of iPhone --is expected to be officially released on September 12, and after 9 days officially will start to external sales. Hearsay is expected, a new generation of iPhone mobile phones will be thinner, faster, and have a bigger screen. Besides, Apple iPhone5 has not yet been published, many iPhone accessories have made by many manufacturers, such as  
iphone  
power packs, iPhone cases, iphone data lines,  
iphone  
dustproof plugs and so on.

### 2.Apple iPad Mini

Published: October

Rumors that Apple's small-screen iPad mini will also be released, and will compete with the mainstream market 7-inch Tablet PC â Amazon Kindle Fire and Google's Nexus 7.

Although the above two companies has not enjoyed the success like

the 10-inch iPad, the sales of the two companies was enough to cause Apple's attention. While Apple may be publish next-generation iPhone and also launch iPad mini on that day, but there are still many Apple watchers believe that Apple will be held in October this year a separate campaign to launch the iPad mini.

### 3. Microsoft Surface

Published: October 26

The much-awaited Microsoft Surface Tablet is Microsoft's first PC hardware products independently.

Microsoft first launched Surface that carried with Windows RT operating systems, and will be published in January next year to pick up the Surface of Windows 8 operating system. The Tablet also offers keyboard that can be folded into protective screen cover.

### 4. Microsoft Windows 8

Published: October 26

Although in technically Windows8 operating system is not electronics, but it is one of the most popular technology products in the market this year. This can be used in touch screen devices listed on the operating system, will be created in the next few months a series of new Tablet PC, touch screen ultrabook laptop and desktop.

Microsoft is very seriously about the issues of a user using the next-generation operating system. For Windows XP, Vista or Windows 7 users, before in January this year, upgrades to Windows 8 operating system cost only \$ 40.

### 5. Nintendo Wii U

Release date: expected in October or November

How soon Nintendo will release next-generation video game consoles Wii u. Prior to the product, the third generation of video game consoles Wii have been listed for 6 years. Many people predicted that Nintendo will be formally announced the exact time of Wii u video game consoles in a special event on September 13. Nintendo had previously only said that the company will publish the product in the Christmas holiday shopping season.

Wii u will have the most significant change in previous generations of products, is with a sense of individual directors.

Its controller GamePad will include a 6.2 inch touch screen, adds another level of interaction in the game. Next-generation Wii u can also watch through Netflix, Amazon and Hulu Media application streaming video programs.

### 6. Amazon Kindle and Kindle Fire

Release date: expected in October or November

Amazon press conference will be held on September 6, the industry generally expect that Amazon would be included launched the latest version of the Kindle e-book reader Kindle Fire and a new generation of tablet computers in the campaign.

New version of the Kindle Fire Tablet expected to be thinner, lighter, the display has more pixels. Better configuration of display, Kindle Fire can play high-definition video, just like Google's Nexus 7 or Microsoft Surface. Kindle Fire will also comes with a camera, more storage options, as well as to compete with iPad's 10-inch screen.

Some people have speculated, a new generation of Kindle comes with a built-in light source, just as earlier this year, Barnes and Noble's new Nook e-book, will give users a better reading experience.

## 7. Apple TV

Release time: by the end of this year Apple has already started to sell Apple TV. But the Wall Street Journal recently reported that Apple is currently seeking to join live TV cable to the Apple TV. Currently, there's a strike negotiation going on for Apple and cable companies, it is far from the outcome of the negotiations comes.

In the near future, after talked with the Chief Financial Officer of Apple Peter Oppenheimer and Senior Vice President of Apple's Internet service Eddy Cue, United States Investment Bank Pacific Crest analyst Andy said, only after negotiations to be concluded with cable manufacturer, Apple could be substantially updated the Apple TV, and put the TV products to the international market.

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Thu, 6 Sep 2012

5:34 AM

The biggest threat for the iPad is not Android Tablet PC Beijing, September 6, United States Science and technology blog site The Verge recently carried an article to say that Amazon is expected to at least publish a new Kindle Fire tablets on Thursday, which will once again prove that Android Tablet PC's biggest threat is not necessarily the iPad, Android Tablet PC manufacturers but production hasn't been fully invested to ensure the success of Android platform. Article stated that failed on the Android Tablet has created a huge opportunity for Microsoft.

On Thursday, we expect Amazon will at least publish a new Kindle

Fire tablet, and plus a new eBook reader. If you agree with the Amazon in some degree of "fuzzy math", then Kindle Fire apparently is most successful on the market of Android tablets; but for Android, it is a little strange boast: Kindle Fire was only loosely based on the literal meaning of Android system "runs", while in fact it is the foundation of Amazon ecosystems. Kindle Fire is Amazon's content delivery device, instead of Android tablets. Seen from a leaked new Kindle Fire interface, Android even further deep in the background—for a casual user, may not even know it is Android system. Kindle Fire is carrying Android operating system, is for application compatibility, and not Android itself. This underline a decision of the Amazon, there is fighting between ecosystems, rather than between operating systems. However, this is not a very easy choice; and the success of Amazon Kindle Fire precisely demonstrated a Google uncomfortable fact that Android Tablet failure has created a huge opportunity for Microsoft.

Google's Android operating system has achieved great success on the Smartphone, has suffered a failure on the Tablet, there are many reasons for this — say people cannot afford the spirit of bad hardware and third-party software, and so on — but when it comes to the final, the biggest problem lies in the lack of a value for consumers, a single Android Tablet PC ecosystem. For all those who tried, just is based on "having an Android tablet" idea and would like to publish a successful Android tablet, which is basically an impossible thing.

The success of Kindle Fire is associated with Amazon insights, the strategy of company is using Android as a method of starting another ecosystem, this ecosystem can deliver value to consumers; and other companies are competing to use the same model, or even Google's own as well. In addition to being a gateway to Google Play "window" outside, Nexus 7 or what? If you really have any phone, then Nexus 7 and Kindle Fire are Android iPod Touch "an answer", rather than a response to iPad — perfect for these devices consume media content and mobile applications, but cannot be used as a substitute for notebooks. Even companies like Samsung and Sony that are historically a hardware-centric company, also tried to intervene that held last week eco-system in this area at the IFA exhibition. The two companies are promoting their own made attempts to build an ecosystem—namely the Samsung "s ecological systems" (s Ecosystem) and is not yet a reality, "a Sony" (One Sony) ecosystem—and both

companies are likely to be too much boasting of ecological systems that have not yet actually existed. However, this is still better than clear abandoned: an Android tablet placed on store shelves, but does not promise to build a rich, support cloud service of its own eco-system, it would be tantamount to accepting a failure. Sony and Samsung insisted they have valuable ecosystems, and see that they say is the Amazon's success to become the focus of attention: Kindle Fire is actually a boring piece of hardware, but have a set of services support that people likes, and Kindle Fire made a radical change to Android. However, Apple iPad is difficult to beat, after all, Apple iPad have a lot of fans, now iPad Mini is coming, Apple iPad will get more and more fans, what is more, they are willing to pay for periphery products, such as best cheap ipad2 cases, ipad2 power packs, ipad holders, cheap new ipad cases and so on.

Google recognized that for many in the area of mobile OEM (original equipment manufacturer) to build a common platform was unavoidable things, and the company wants to ensure that it will not be marginalized. When it comes to the final, compared with worries about the Android fragmentation, Google on common platforms like Windows Mobile's proprietary solution is much to worry about. Google may be the original equipment manufacturers and operators failing to update the device, as well as on the Android operating system in Kindle Fire sense of presence is missing some heartache, but this certainly is better to launch a common platform earlier than Microsoft.

Google did well in such a strategy in the field of smartphones, but in the field of tablet computers, the success of "Windows" is rapidly closing. After all, most of the Android original equipment manufacturers also are Microsoft original equipment manufacturers, and success of Windows 8 and Windows RT, with its huge potential, have the potential to become a strong competitor of the Apple iPad tablet computer. For original equipment manufacturer, Microsoft has spent billions of dollars in funds to develop Windows system, then why do we have to spend money to turn Android Tablet into a laptop alternative? When you have the ability to dig huge Windows when the user base, why don't you try to create an independent ecosystem, with industry giants such as Apple, Amazon and Google compete? In Windows "don't-call-it-Metro" when explosive growth in the emerging application, why continue to revolve around status bad Android Tablet PC application "dancing"? It perhaps the most important is,

when all the Android original equipment manufacturers, both at the time of payment of licensing fees to Microsoft, why continue to venture production Android tablet computer?

Kindle Fire had previously taught us, this week will also teach us, is that Android Tablet PC's biggest threat is not necessarily an iPad--Android Tablet PC manufacturers but production has not conducted a full investment to ensure the success of Android platform. Now the difference is that Android finally have Windows original equipment manufacturer that viable alternatives, and Google will need to choose one of the two options: either to achieve real success in the field of Tablet, or watched Microsoft there is no white, the first serious challenge to the iPad.

You may interested on:

cute

cases for iphone4

Security: Public

Location: Not Specified

Mood: Not Specified

Music:

Fri, 7 Sep 2012

5:31 AM

## Can Nokia WP8 go beyond Apple iPhone5

Nokia joint Microsoft to release Nokia WP8 series new models last night: lumia920 and lumia820. These two models in terms of design, the hardware and the software gives us a greater surprise and shock at this lack of innovation of the mobile phone market, Nokia WP8 is remarkable, I believe that under the overwhelming power of lumia920, Samsung GALAXY s III also seemed a bit overwhelmed, it is clear that Nokia lumia WP8 phones already have a direct challenge to the iPhone5. I resolved for you that why Nokia WP8 can challenge Apple iPhone5.

### 1. Outstanding industrial design

Nokia Lumia920/820 from appearance to work with Lumia900/800 has the same strain. Lumia900/800 shape is pretty, elegant, hold good, due to its unique innovation, it had owned the IDEA (international design excellence award), this award was known as the "Oscar Award in the industrial sector". From the material point of view, the Lumia920/820 uses the polycarbonate material, with high impact resistance, high temperature resistance, anti-fouling, and better feel. While Nokia Lumia920/820 has not brought a new design, but this does not preclude their excellent.

### 2. Pure landscape photography (PureView).

PureView technology was jointly developed by Carl Zeiss Nokia with a higher pixel value, a higher unity of optical technology and

intelligent image processing technology's revolutionary cell phone photography. It can make the phone under the same conditions of pixels for better pixel quality, and also greatly reduce the noise in low light conditions, shooting more color photos.

Lumia920, Nokia uses the second generation PureView technology, based on the first-generation, Nokia increases optimization of image processing algorithms. This brings lumia920 a faster more accurate metering/autofocus speeds, automatic exposure value, more accurate white balance, as well as more powerful high-ISO noise reduction algorithm. Under the blessing of Carl Zeiss lens and optical anti-shake technology, lumia920 takes pictures perfectly.

### 3, Qi Wireless charging technology

Qi is the world's first wireless charging standard, which can be widely applied to low power handheld devices such as mobile phones, MP3, camera. The standard has been introduced by many countries, including the United States, China, Korea, and so on. At present, the United States Virgin Atlantic Airways and part coffee shop has applied this technology, this means that users do not need to carry a charger in the future, in an airport, coffee shop-specific positioning of lumia920/820 can achieve Wireless charging. Significance of science and technology simplify once again.

### 4, PureMotion HD+ screen technology

This is a revolutionary screen technology. PureMotion HD+ has many advantages, such as high pixel density, high brightness, the screen refresh speed and so on.

Used lumia800 users will find, at the Nokia Hyatt under the blessing of screen technology, lumia800 screens have the same effect with BlackBerry, summer sunshine without prejudice, as Hyatt screen technology Super upgrade PureMotion HD+ effect is self-evident.

### 5. high-throughput S4 dual-core processors.

Gao Tongxiao Dragon S4 dual-core processor uses 28-nanometer manufacturing process and Adreno 225 graphics processor inside. The powerful performance of processor guarantees provides a more durable on the premise of life experience. After related media do duo Gao Tongxiao Dragon S4 processor and NVIDIA Tegra 3 performance comparisons, judging from the processing capacity comparable to the two, but Qualcomm S4 benefited from higher process on energy consumption, the effect is better.

### 6, Super Sensitive Touch (hyper-sensitive touch technology

Super Sensitive Touch technology is one screen technology of Synaptics that was first applied to Nokia lumia920. Super Sensitive

Touch sense is compared to capacitive screen smartphones in General can only identify abdominal touch, users can use nails, keys, gloves and other third party physical touch. During the cold winter months later if you don't click with the sausage screen.

#### 7, fashion colorful color scheme

Nokia WP7 WP8 phone has inherited the fashion color characteristic of lumia800/900, still uses colorful color scheme. Its classic black and white color is ideal for business people, elegant, delicate yet stately, red, yellow, blue, warm and lively is very suitable for fashionable young people, of course, the children will love. So Nokia bold colorful color scheme meets the requirements of most of the crowd. Recently reportedly iPhone5 version may also be the introduction of colorful color.

#### 8, Nokia City Lens

This is the new suite of Nokia maps and location services. Its biggest feature is augmented reality, a bit like Google goggles. When the user moves the camera pointed at a city street, "Nokia city scene" will appear on the building surface information such as restaurants, shops, this combination of fiction and reality will let the user interactively in the most intuitive way to understand the surrounding environment, including navigation, shopping, etc.

#### 9, unique fashion accessories

Combined with lumia920/820 Wireless charging technology, NFC technology, Nokia brings a new, unique to users, beautiful and perfect combination of humanization of peripheral products. These products include Nokia Wireless Charging Stand-can be wirelessly charged, hair-trigger wireless speakers. Talking about fashion accessories, I have to say iPhone accessories, it has all kinds of iPhone accessories, such as

iPhone

4 power packs, iPhone 4 chargers, iPhone4 cases,

iPhone

4 dustproof plugs and so on.

#### 10, WP8 system

According to the previously leaked WP8 feature, WP8 has support for multi-core processors, IE10, Office2013, SkyDrive cloud services, new interface, such as the beginning of a series of powerful features. Based on the comparison of foreign media, its powerful feature par with IOS6, Android4.1, more powerful productivity advantage, this is bound to give Nokia WP8 phone more powerful connotations.

Security: Public  
Location: Not Specified  
Mood: Not Specified  
Music:

Sat, 8 Sep 2012

5:09 AM

## Can iPhone5 save Apple

The Beijing standard time on September 8 the news, United States Science and technology blog analysis BusinessInsider in Friday published an article and said that over the past 5 years, Apple is the profiteering winner in Smartphone and Tablet market. With the launched of Amazon tablet, Apple's iPad profit have eroded. News that Amazon is developing intelligent machines, this may also lead to future profits dropping on the Apple iPhone.

The past 5 years, one company--Apple is definitely profiteering winner in smart phone and Tablet market. While other industry companies are struggling, or go bankrupt.

Free markets should not work like this. Free markets should produce intense competition, also cap gains in profit margins; competitors should be coveted market leaders gained significant revenue, and then heavily into Chase, which will eventually lower prices than competitors sell products. In this way, competitors will erode some of the profits, makes the market leader (and consumer price) restrictions on the growth.

Smartphones accounted for Apple's gross profit of 60%, but Samsung have developed to catch up on the Apple iPhone product (Galaxy s-III). Apple will release next-generation iPhone next week, which is likely to spur a new round of sales boom. But Samsung and every announcement that Apple can compete ahead of the competition, so consumers have a real choice. Some consumers will choose Samsung or other Android manufacturers, which will further erode Apple's profit growth.

## Tablet PC

At the same time, Apple Tablet is also subjected to attacks from two different business models and other hardware manufacturers company that attacks--Amazon and Google.

Whether Amazon or Google, they don't need to make money by selling hardware, because they get revenue through other channels: Google relies on searching, Amazon relies on content and e-commerce. If the two companies can produce competitive products--no better than Apple product, simply have the competitive price they can at well below Apple's prices for their products. We have already seen signs that in the latest of several products launched.

Google has sold mini Tablet PC--Nexus 7, the price is \$ 199.

While Amazon on Thursday announced a Kindle tablet models of similar Fire HD, the price is the same for \$ 199.

Amazon has also published a large-size tablet models, close in size and configuration to low-end iPad 2, priced \$ 299 and cheaper \$ 100 than iPad 2. These two products will put pressure on iPad sales.

For most Tablet users, compared to \$399 iPad, \$199 Kindle or Nexus is a more attractive option. A case study of family, the child may fall, loss or other insolvency of their tablet, \$ 199 is cheaper compared to \$ 399.

Apple plans to release next week "iPad Mini", it will have a direct competition with Kindle and Nexus, but if its price at \$ 299, sales may not be very good (only \$ 100 cheaper than full-size iPad). But if the iPad Mini on sale at less than \$ 299, so Apple on this product, it is difficult to get too much profit.

Smart Phone

Apple iPhone may be the world's most profitable product, profit margin reached 40%, will bring at least 30 billion dollars to Apple in revenue this year.

Is Apple profits secure?

No, it is not secure, no profit is always safe. Especially in the fierce competition in the technology industry, RIM and Palm are good examples.

Samsung's rise has made consumers to have a real choice in the high-end smartphone market, while Google's mergers and acquisitions for Motorola mobile will eventually provide more choice. This makes Apple's profits more lower. However, Apple iPhone5 is coming, I do not know that Apple iPhone5 can save Apple, Apple iPhone have own a lot of fans, many fans have bought a lot of iphone accessories to wait iPhone5, such as unique iphone cases, iphone holders, iphone power packs, dustproof plugs and so on. So I think that it is very hard to beat Apple iPhone.

But the Tablet market is different, Smartphone market will get carrier subsidies protection. Consumers in exchange for a two-year pay package costs for more than \$ 100 per month, operators will provide between \$ 400 and \$ 600 for a high-end handset subsidies.

Such subsidies make a sell to consumers of phone package price of only \$ 200, compared to \$ 600 price, consumers are more likely to accept, after all, a phone that you want to use a few hours every day.

So far, in the high-end smartphone market, also provided more aggressive low price no manufacturer selected. But this day will not be too far away.

Security: Public

Location: Not Specified

Mood: Not Specified

Music:

Mon, 10 Sep 2012

4:54 AM

Amazon tablet PC and smartphone go hand in hand

Beijing time on September 10, according to foreign media reports, the rumor that Apple will publish the small-screen flat-panel computer "iPad Mini" next month. Amazon Kindle Fire has been upgraded last week. News showed that Apple's "iPad Mini" screen 2 inches is smaller than the 9.7-inch iPad series, targeted at Google Nexus 7 Galaxy Tab and Samsung Electronics.

But market analysts were surprised that Amazon not only upgraded existing Kindle Fire products, but also announced a very aggressive price point, as well as to compete with the big-screen iPad 8.9-inch Kindle Fire.

According to Amazon's plans, Kindle Fire is priced at \$ 159 for the basic version, \$ 40 is cheaper than the price of \$ 199 Nexus 7. This also develops new price standards for all major Tablet PC manufacturers. Highest-end Kindle Fire is priced at \$ 499, \$ 230 is cheaper than iPad that can access 4G services. At the same time, according to Kindle Fire cheap data plans, consumers will save \$ 410 per year using the service.

In most of the profit comes from Apple at the time of sale of hardware products, Amazon's business model is completely different â the company wants to provide hardware subsidies that aimed at selling more content and services to the user.

Amazon's pricing strategy may lead to Apple and other Tablet maker management's attention.

Investment banking Sterne Agee noted in its report, "we believe that the outcome of the game is, Amazon has very aggressive pricing strategy, which will give Apple Tablet manufacturers other than profits no longer exists. â

Currently, Amazon has already provided more than 10 species of Kindle to consumers choose, from \$ 69 in the cheapest eBook reader, to \$ 599 in the most expensive version of 64GB can gain access to Kindle Fire 4G network HD. Market analysts said, so many choices may cause consumer confusion, but it also represents a strong product line.

There is no accepted test for Kindle Fire HD, and Apple is still leading in the number of applications from other competitors. But Amazon's move to show that, for the Christmas holiday shopping season this year, the company has launched a match to iPad products

Rumors said Amazon will publish a Smartphone based on Android system tomorrow, there is a long-standing rumors of Facebook may launch a phone based on Android, although they have been denied. In China there are several Android-based mobile phones, such as millet. At the same time, some people have seen some signs of future development on the Android system, you may at some point in time, Android will no longer be a single platform. Beside Apple iPhone5 will be launched on the day after tomorrow, this is big competitor to Amazon, not only the Apple iPhone is hot, but also iPhone accessories too. Now there are many iPhone accessories to appear on the market, such as

unique

cases for iphone , unique holder for iphone, unique charger for iphone and so on.

Such a situation is possible, this indicates that now Android comprehensive market strength could be a transitional phase. At present, we are still at the early stage of the Smartphone market, numerous experiments continue to study, there is no doubt, Android mobile phone has brought us a lot about the Smartphone standards, basic factors of style and a variety of screen sizes, mobile phones, home screen design styles is more lower than iPhone prices. While large numbers of mobile phone system test on Android is a threat, but Android is a real operating system by a user likes, and cheap smartphones around the world are welcomed by consumers.

You may interested on:

cute

cases for iphone 4

Security: Public

Location: Not Specified

Mood: Not Specified

Music:

Wed, 19 Sep 2012

6:02 AM

## Will Apple iPhone5 content you

Beijing time the night of September 12, Apple in the United States as promised released sixth generation iPhone mobile phone, this is referred to as iPhone5 sought after mobile phone access to global Apple fans at the same time, also once again brought Apple brand to new heights.

Also in September, Samsung and Apple's lawsuit does not seem very depressed after losing, can even be said that it did not have a big impact. In fact Samsung mobile phone market momentum is more fierce, I9300 is not only best selling, as the new flagship models of the Samsung Galaxy Note2 's concern is quite high. It is not difficult to see Note2 fought with the current best selling Galaxy3, work together to challenge Apple's iPhone dominate the high-end market, form a powerful deterrent and other brand. Furthermore Pro-son of Motorola as a Google-level vendors, this month published two heavyweight models Droid Droid Razr and Razr HD Maxx HD, which the latter is impact on other Android phones launched as a flagship model.

Relative to the Apple and Android manufacturer, Nokia's situation is very grim. As an established handset maker Nokia has abandoned Symbian and Meego system, Alliance with Microsoft that a risk game has reached the most dangerous moments, if not WindowsPhone8, to stand up, waiting for Nokia's midrange and above is the only comprehensive defeat in the Smartphone market.

The lost mystery of iPhone is still very powerful

From previous-generation products started in September, seems to be a release month of iPhone practices. This year is no exception, but compared with previous years, iPhone5 product parameters are prematurely leaked, but even lost its Mystique, iPhone5 remains the most anticipated phones of the year. Apple iPhone5 represents the product, there are five major bright spot, it has the next-generation processor, larger screen, the new camera system, lighter, thinner shape and 4G support for LTE network.

Compared with the 4S, iPhone5 uses the next-generation A6 processor that is designed by Apple, with a 1GB of memory and a 4-inch screen. From the underlying configuration of view these three are the most obvious improvements, according to Apple's official claim that representing the A6 processor twice times than the A5 processor performance in games and software running with better fluency, and 1GB also fit the actual application memory requirements, this idea is very close with the Android platform.

Apple iPhone5 has abandoned the screen of a 3.5-inch screen in the first time, switch to 4-inch 16:9 screen, Apple claims the new did not increase the horizontal size of the screen, only lengthened vertical dimensions, resolution upgrade from previous 960x640 to 1136x640,PPI at 326, still belongs to the retinal level screen.

While introducing the In-Cell Panel technology, by combining display panel with touch sensors, new screen color performance capacity is huge boost around 44%.Series of photographs is a significant advantage mobile phone project for iPhone4, the new generation of iPhone5 phone will upgrade from a front-facing camera from 300,000 pixel 1.2 million pixels, and supports the 720P video and panorama photo shoot. Rear camera remains at 8 million pixels, but replaced by a new iSight back as camera, this new camera incorporates five lenses, IR filter, f/2.4 aperture, supports up to 3264x2448 resolution photo and 1080P HD video shooting. iPhone5 photography capabilities over the previous, there was marked improvement with the new processor at the same time, whether photographing speed or image quality has improved.

Apple iPhone5 4G was first introduced in network mode LTE mode, compatible with 3G and 2G provided by upgrading to 4G network access to ultra high speed network connectivity.

In addition to configuration upgrade, due to the use of the In-Cell panel screen, a new generation of iPhone5 body thickness is thinner than the 4S full of 18%, only 7.6 mm and light weight 20% is only 112 grams. Apple iPhone5 performance compared to any previous products, it has increased significantly, while further demonstrated in the appearance and weight of thin trend. Lighter, thinner, higher-performance already is the biggest feature of iPhone5. What is more, iPhone accessories have all kinds for Apple fans to choose, such as unique

iphone

dustproof plugs, unique iphone skins, unique iphone chargers,

unique

iphone cases and so on.

In General, the iPhone5 has extremely powerful hardware, A6 processors with high performance and large-capacity memory constitutes an excellent hardware system, with 4 inch screen and retina after iOS6 system, on both the user experience and the Visual effects in the show stand out side of phone. In traditional software Apple store system consistently in software quality and quantity assured.

But it is not difficult to find, relative to the iPhone4 launch radical upgrade, iPhone mobile phone speed has obviously slowed down in recent years, even once-a-year routine of new machine publishing, on the level of upgrade is far less compared to the Android camp proposed. But you must know the iPhone success is multifaceted, although voyage, Visual area, and many other shortcomings, but with excellent systems iPhone5 still is undoubtedly the most powerful smartphones this year, could not be denied that it will still attract the world's Fans and the media's eye.

Battle of giants and the continuous improvement of Android After more than 3 years of development, Android mobile phone market has become very mature, near the thousand fierce competition in the market, dual-core and quad-core mobile phones at low prices is occurring frequently, little attacking between the brand and the hype are the norm. But in the high-end market, led by Samsung brand has introduced new wrestling each other.

Samsung officially released in June this year, the third generation Galaxy I9300 flagship models, configuration I9300 representing the flagship I9100 larger increase in comparison, I9300 uses quad-core processor, 4.8-inch primary carry Android4.0 in 720P screen and the system, so the whole experience has greatly improved on the performance and system. As a top product, I9300 with powerful hardware and the new system brings a better user experience, and perfect succeeding I9100, Samsung next-generation flagship.

At the recently Motorola released a Droid Razr Maxx HD cell phone, Qualcomm MSM8960 processor named valiant dragons S4, this design based on dual-core processor low power consumption performance not only powerful, while also supporting the supporting 4G network. At the same time it owns 4.7-inch Super AMOLED screen HD support 720P physical resolution, with high granularity displayed for mainstreaming capacity, and 3,300 mAh large battery is used more to let Droid Razr Maxx HD with ultra long battery life.

You may interested on:

iphone

4 power packs

Security: Public

Location: Not Specified

Mood: Not Specified

Music:

Thu, 20 Sep 2012

4:51 AM

## Would you buy Apple iPhone5

Samsung Galaxy Note II, Nokia Lumia 920 and Motorola Droid Razer after debut, the coming next-generation iPhone has finally unveiled the mystery of the veil. Local time on September 12, the Apple company in United States San Francisco held a Conference and officially released the iPhone 5.

As in the past, Apple remains the media and consumer attention, the release of iPhone 5 will be raised again in global IT community buzz. Not the same as in the past, this time around the side of Apple, is no longer praise and applause, and more hiss and sigh. Although to a certain extent on hardware upgrades, but the lack of significant innovation or let the industry are deeply disappointed. However, the decline in Apple rings, might bring a more competitive market, developments are more diversified. From this point of view, this mature development of the smart phone industry as a whole is also useful.

Weak innovation for iPhone 5, Apple is no longer compelling Sixth generation of Apple iPhone in the midst of looking forward to amid a public outcry has taken the first step to entering the market. Overall, the previous guesses with the outside world, as well as many of the new products of "drama" are basically the same. Even more and more manufacturers have made iPhone accessories, such as cute iPhone cases, iPhone dustproof plugs, iPhone cable managers, iPhone power packs and so on. They are suitable for the new iPhone5.

In appearance, a 4-inch screen, compared with the 4S, it is lighter, thinner and longer. It is understood that the iPhone5 adopt aluminum alloy casing and glass trim, fuselage only 7.6 mm thick, weighing just 112 grams, respectively, than Apple representing the phone thin four and light 18%, feel than the iPhone 4S increase significantly. Apple iPhone 5 screen size has changed for the first time, expanded from 3.5 inches to 4 inches, using Retina screen at a resolution of 1136x640, alleged to be the most advanced display. In addition, Apple changed the Apple over the years using the 30-pin connector, use the 8-pin of the new interface for the first time.

In hardware configuration, Apple iPhone 5 is equipped with A6 processor, CPU and graphics performance double. A6 processor has upgraded to camera performance, which owns next generation ISP,

spatial noise reduction, intelligent filtering, better low light performance and faster image capture capability, take pictures faster than 4S upgrade 40%. At the same time, iPhone 5, upgrade the video camera, though there is still 8 million pixels, but support 3264x2448, shimmer patterns, precision camera, also launched a panorama photo mode.

In addition, iPhone 5 support 4G-LTE network, carrying iOS 6 system, and there is no difference in price with iPhone 4S.

Although there were many detail changes, but because of the lack of significant innovation, after iPhone 5 released, industry experts and users have been disappointed. Fly as network in micro-Bo said, the publishing of iPhone 5 has established several thing: from art becomes products; from artist becomes businessman; from literary youth becomes digital youth; from genius becomes talent; from great of company becomes excellent of company; from mysterious of looks forward to variable why has know; Senior old gone is expressed in communications, can be seen from the iPhone 5, Apple iPhone 4S in the era of the single products to make their fortunes would have already ended, but most people do not like to believe that future competition of the phone itself is fine competition, judging from the performance of the iPhone 5, Nokia may have to fire, will attract a lot of early adopters. Weekly Nanfang daily 3C in the establishment survey, 67.7% 's users indicated that they are not buying Apple's iPhone 5, this seems to be confirmed from the side of Apple charm drop.

Rise of Android with the WP camp manufacturer, markets become more pluralistic

Lack of innovation, positioning high-end, once a year, completely closed iOS, under many constraints, Apple's decline seems inevitable. Weakening of innovation is the most crucial thing, which is removing Apple thought that following Lai's soul. While at the same time, the noise of the mobile Internet market, Google Android and Microsoft WP camp continues to Battle cries reached to the sky.

Android camp is like a snowball growing. According to United States International Data Corporation (IDC) of statistics, in the second quarter, ranking first operating system Android smartphones on the market, 154 million products sold in the quarter, 68% using the Android system. By contrast, Apple iOS systems ranked second, has a 17% market share. On the status quo, Senior Vice President of Google's Andy Rubin and Android market called on the Director-General at Google+ and Twitter, Android devices activated in the world currently has more than 500 million units, but also

growing speed of 1.3 million per day. As for the future, IHS iSuppli forecasts that in 2013, Android phones will more than 1.1 billion members of the extended family, more than double than they are now, close to 3 billion four years later. At present, its manufacturer is up to Android, mobile phone market and the supremacy in the Smartphone market Samsung almost all products carrying Android products, high, medium and low product on the market is the most complete for Android, it all bodes well for civilian on Android market has more attractive.

Security: Public

Location: Not Specified

Mood: Not Specified

Music:

Fri, 21 Sep 2012

3:47 AM

## A Comprehensive Analysis of Apple iPhone5

All observers (including me) are ignored, but precision engineering in the iPhone Halo (this is crucial to the success of the Halo for iPhone) plays a role. In Wednesday Apple official product launch announcements, when you see Jony Ive talk about iPhone when bevel cutting, and Micron's manufacturing precision, what you heard, not only is this phone in your hands feeling behind the story, but also involve iPhone 5 to your own ideas.

The design of iPhone 5 is based on the iPhone 4 (just like joke in my previous article, Apple is in "motions") that, in reality, the fact that far from being a weakness. Apple sued Samsung study visits to the context of patent infringement, you will find the new generation iPhone has further strengthened its brand of "trade dress", rather than an reinvent (this is important).

Apple iPhone uses a flat design, which is unique to it. Apple iPhone is the first Smartphone no physical keyboard (apart from the "home" button and the machine outside the side buttons on the side), to occupy the screen as a whole. When it first unveiled five years ago, this design of the iPhone is revolutionary, making many people cast doubt on the usefulness of the virtual keyboard. But it is a canvas of bold design that makes iPhone applications, developers can apply controls anywhere on the screen, this is the way we are using smart phones today.

Therefore, from this point of view, iPhone 5 still is the original iPhone, except that it has a larger screen and lighter in a submerged fuselage. iPhone is a screen, a piece of plate, an abstract concept.

When Apple showed how iPhone 5 parts installed compact under the shell to reach that level of light, as well as follow-up to the

kind of abstract concepts of iPhone, one can't help but wonder whether people have thought their lives would be just as seamless! To me, that's where the core of the Apple product releases.

In a sense, this is a tacit understanding between the iPhone and consumers. Apple iPhone is a device, it can turn you every aspect of life to form close ties in order to enjoy the convenience of technology. Like the Forbes reporter Jennifer Rooney reported that under the new media index (New Media Metrics) LEAP released indices (emotional contact profits LEAP means), the current consumers emotional connection between the iPhone is stronger than any other product.

But if you think that Apple's impact on its users, and patent advantage in style or fashion, it would have been to ignore the company have greater consequences for our society and culture. In response to Hayden Shaughnessy, I said that design can be a creative invention, or it can be a simple fashion, but Apple's true genius has been precision engineered products available at affordable prices to consumers. What is more, Apple iPhone has a big effect on peripheral industries, because of the launch of iPhone, more and more peripheral industries have appeared, related products have been made out, such as

unique

iPhone case, stylish iPhone case, cute iPhone case and so on.

More and more iPhone fans like to buy these iPhone accessories on Best Case Mall.

Of course, the iPhone have become so affordable for mobile phone operators subsidies. Which operators are to pay costs, monthly contracts is because the phone is bound (finally) to make their profit. From this point of view, iPhone 5 is designed to let operators make more money because the faster LTE networks to generate more data traffic iPhone 5 contract plan has unlimited data traffic packages are no longer supported. And the bigger screen? More pixels mean more data traffic.

Finally, there are actual questions the utility of Apple devices, this is Google Android (although they have many advantages, penetration of Windows Phone system so that it cannot be on an equal footing with the two companies). Although Siri sports scores, movie times, additional efforts in the field, but Apple is the master's associated data is less than Google, as Google has begun to show those data in a format suitable for mobile device screens, may want to further expand the gap between the two.

May be that Apple has determined that the data has already own, and to be allowed to use the data is sufficient for most users, and the high quality premium content (Apple's more dominant than Google in this respect) than simply the information can help arouse the interest of users. However, all of this remains to be seen.

The other hand, quality content is likely to be accompanied by mobile advertising, if the platform can solve this problem, then it is for users who want to get free legal content will be very attractive, perhaps Google had the edge in this regard (I will discuss in more detail in a future article as an advertising platform for the iPhone 5).

Any one of these factors may affect our feeling for the iPhone 5, but that may not happen. We love their favorite person, we love their favorite until people and such affection deprived. But for the iPhone, that look of love lies not only in our hands and the feeling it gives us, lies more in its internal composition, the way it works, and how we want to be as seamless as it.

Security: Public

Location: Not Specified

Mood: Not Specified

Music:

Sat, 22 Sep 2012

3:20 AM

## Samsung is the true competitor for Apple

Online Edition of the New York Times said an article Friday, while Apple launched iPhone 5, and beat Samsung in a patent litigation, however, Samsung's development should not be much affected. The industry believes that, Samsung mobile phone in areas such as hardware configuration has surpassed the iPhone, but it has yet to be improved in design.

No matter from what perspective, Samsung should be at a disadvantage. Last month, in a patent lawsuit in District Court in San Jose, California, jury verdict Samsung has violated Apple patent violations, compensation should be made. This week, Apple's new iPhone5 went on sale, won critical acclaim and caused a worldwide consumer appetite, the first time many people queued overnight to buy this phone. This week, Apple's share prices break through the \$ 700 mark for the first time, made a record.

In such a case, why Samsung did not suffer, can also achieve rapid development? Despite Apple's powerful strength has been destroyed RIM and Nokia, but Samsung's profit for the latest quarter reached a historical high. After launched the Galaxy s III

in May, the second quarter of Samsung's mobile phone business profit rose 75%. Last year, Samsung's shares rose more than 65%, and this week in Korea more than 1.3 million shares of the stock markets won, close to the historical record.

Despite the lack of media frenzy reporting and lack of jobs such a charisma super iconic figures, but Samsung has established a leading position in the global mobile phone market. IDC reported that by the end of last quarter, Samsung and Apple's share of the global handset market 24.1% and 6.4% respectively. In the smart phone market, Samsung also is in the leading place, Samsung and Apple share are 32.6% and 16.9% respectively. However, with the sale of iPhone 5, is expected to narrow the gap of the two companies. Samsung wants to over Apple, it still needs a long time, because Apple has a big effect on smartphone market and owns many Apple fans, even it drives the surrounding product, such as iphone dustproof plug, iphone case, iphone holder, iphone headset, iphone power pack and so on.

Compared with Samsung, Nokia and RIM are bad. Nokia's share of the global smart phone market has shrunk to 6.6%. RIM's share of the market with nearly 20%, but had to withdraw from the market in the first five.

In fact, such a development is not surprising in the smartphone market. A year ago, a reporter made a comparison and evaluation with the latest mobile phone of Apple, RIM and Samsung, and the final purchase decision is Samsung Charge, rather than the booming sales of the iPhone 4. Obviously behind the BlackBerry, Samsung mobile phone is the size of the larger screen to attract consumers. On the Palm for larger users, entered on the Samsung screen is less prone to malfunction. In addition, Samsung mobile phone takes pictures of good quality, as well as installation 4G network speeds faster. Despite the larger size, Samsung mobile phone can still be placed in the Pocket.

Samsung mobile phones are not perfect of course, Samsung Charge still has a problem that Verizon technicians are unable to resolve the failure, but Verizon can be replaced free of charge for users phones. The use of Google's Android system, users can easily back up all of your contact information, and synchronization between multiple devices. In addition to contact information, email, maps, navigation, searching, and browsing records can be shared seamlessly between multiple devices.

A year later, with the launch of Samsung Galaxy s-III, Apple

launched the iPhone 5, competition in the market situation has changed. Samsung Charge is a marginal product. Through the iPhone 5, Apple to address the multifaceted problems of the iPhone 4: screen size bigger, 4G technology. In addition, the lighter weight of iPhone 5 design is better than the Samsung Charge. But Samsung is still believe that Galaxy s III iPhone 5 have the advantage, and in the United States within the framework of the national advertising, to contrast the two phones, highlights iPhone 5 is missing some functionality. Samsung also said that plans to introduce some of the more powerful Galaxy phones, and continued to expand the screen size.

This week, many industry experts and analysts said that Samsung is a strong competitor, and in some respects, it has surpassed than Apple. Sanford Bernstein analyst Toni Sacconagh said that Samsung "launched a very impressive phone." He noted that Samsung mobile phones with large screens, great screen, faster processor, and Apple has not made in the hardware design leader in a few years.

Analyst at consulting firm Tero Kuittinen agreed. He said: "the last 3 generations, and iPhone has remained stable. "While the first generation iPhone has brought revolutionary, Apple has maintained the same interface within 5 years times. In his view, despite Apple's interface still has the advantage, but the advantage is shrinking every year. "In terms of display, Samsung has had the lead. Maybe you can blame Samsung are imitators, but when they imitate is right. â

Samsung can over RIM and Nokia and challenge Apple, which mainly due to the two decisions. Samsung full embraces Google's Android system, takes advantage of Google's software development efforts, while Samsung's own just focus on hardware, which are Samsung's strengths. RIM and Nokia still maintains their own outdated operating system.

Sheila said: "the current competition is primarily a software platform. Before the emergence of the iPhone and mobile phone competition mainly are in size, weight, battery life and camera. These parts are still important, but the change is to make the competition turned to software that Apple platforms. Advantage of the iPhone is its operating system. "He believes that, once a user has accepted such an operating system, and different services and devices seamlessly fit together, it would be difficult to switch to other products. "This kind of cohesion is an important part of Apple's competitive advantage. â

In such cases, Android gradually became the most popular

operating system. According to data from IDC, Android phones and the iPhone in the Smartphone market share are 68% and 17% respectively. In large part, this is because Apple has not entered the low-end market. Samsung's smart phone strategy is different from Apple, taking care of every grade in the market. Toni Sacconaghi said that Samsung's scale to make it stand out in the Android camp, than the HTC and Motorola mobile.

For consumers, the good news is that bring a better, cheaper mobile phone. The industry believes that, Apple and Samsung could not rely on the current success to develop. After the acquisition of Motorola's move, Google became a new competitive threat, and is likely to compete in this area. Competition may be more intense in the future.

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Security: Public

Location: Not Specified

Mood: Not Specified

Music:

Mon, 24 Sep 2012

4:29 AM

## Full Analysis of Apple Ping

With fans around the world, Apple's social network Ping is to shut end.

Recently, the release of Apple iPhone5 fell into a series of verbal violence, as we recently some of the things happened around you. But with its unquestioning subjected to "violence", you really think about the reality of the problem, such as why Apple's social products not doing well.

Apple announced the music Ping social networking products will close on September 30. Apple launched Ping in September 2010 with iTunes10, and pinned to it-"iTunes10isallaboutPing,Apple'ssocialnetworkformusic". After the launched of Ping within 48 hours, Apple announced that users exceeded 1 million, but Apple has never released data associated with Ping.

Ping soon actually showed a decline. In November 2010, Ping and Twitter collaboration allowed Ping users add to your favorite music on Twitter. In that month, forward message from a Ping on a day only about 3,000.

As one of the top companies, Apple has fans all over the world. Apple has sold more than 400 million iOS devices so far, which means that Apple has hundreds of millions of users. If you want to

choose a company to do social networking, in addition to Google, I am afraid there is no more appropriate than Apple. But why should Apple do not Ping well?

### Bad experience

Unmatched user experience of Apple hardware, developers all over the world want to imitate Apple. But it is hard to imagine that Apple will launch a Ping such a poor experience of the social product. Ping does not have a Web page, content can only be released through iTunes. In addition, the sharing and recommended features of Ping is also doing not good enough, for example, sharing the same could not be done directly on the Ping, but through the iTunes store.

### What is Ping

While Apple clearly define Ping as a social product, on product design and user's Guide, this product more around the iTunes store, even more like a to sell iTunes music products. Even the marketing of this Ping was not ready for, such as its poor personalized recommendations, marketing functions is too simple. A successful social networking can drive sales of products, but a social networking product that is designed for sales is another matter entirely. Well one thing is to be targeted, a fish to eat such a thing is able to do in business.

### Product has grown too specialized

In a music-themed social networking cannot maximize the use of existing Apple customers. Not all Apple users are all interested in music social networking, and social platforms like Facebook and Twitter also have music social networking elements, which made it difficult for Ping gathering vast proportions, and scale is the lifeblood of the social network. There is also a problem is that Ping Facebook support is missing. However, it can't be denied that Apple has big effect on various aspects. For example, because of its hot products, many periphery products rise in response to the proper time and conditions, such as

cute

iphone cases, leather iphone cases, stylish iphone cases,

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iphone cases and so on.

In the era of Steve jobs, Apple is a company that owns innovative product raise reputation spread. Apple does not need a social network approach to maintaining fan loyalty. Ping's experience tells us that consumers may be Steve Jobs's reality distortion effect for a long time, but they are a real group of wise men, if magic is no longer, they fear, is also needed to

maintain in a certain way.

Social networking is a big thing, if you do really well, you need from management down to the operations team has invested a great deal of effort and cost. As the core of a hardware-company, it is difficult for Apple social distraction, invest too much energy. Apple CEO Tim Cook said Apple would not invest too much energy on social networking, but more inclined to like Facebook, Twitter and third parties conducted in-depth cooperation. According to the New York Times News, Twitter Apple intends to be a strategic investment, in recent months the two sides have been negotiating.

For Apple, whether it is not a do social networking by yourself, this is an unavoidable and important direction. This may relate to the future of Apple and Google, Facebook, Amazon the ultimate competition heavyweight. It is hard to tell Apple to abandon social networks are right or wrong, but sometimes face the trend is something you want to stick to their beliefs, which is why Steve jobs left Apple's greatest asset, business is like this.

Security: Public

Location: Not Specified

Mood: Not Specified

Music:

**Tue, 25 Sep 2012**

**3:35 AM**

### **A comprehensive analysis of the future of Apple**

The dogged relentlessness to Samsung from Apple, can only give people an impression, he is afraid of Samsung. To be exact that Apple is afraid of all forces that can challenge their business models and products. Apple's State of mind at this point is like a dictator, draw one 's sword look around, do not hesitate to suppress all challenger to the courage to begin to crop up. Apple had earlier filmed commercials of 1984, but now Apple is just like the commercials were smashing big brother.

Before 1997, Apple is different from now, after Steve broken revolution and abolished the board of director, Apple won the new reign in consumer electronics, lead the trend of the new era, the industry revolution. Well, praise to Apple so far, since Apple is living on capital. After any an empire built up, it is invariably to hold barriers, lack of introspection and innovation dynamics, cannot see what Apple will have exceptions. Since iPhone4 was released, Apple had begun spending a dozen years before Steve Jobs

had accumulated assets, this is bound to happen.

We can't say now iPhone5 performance is not better than on previous generations of smartphones, as it cannot be said that selling iPhone4S is much smaller sales than the first iPhone. The core problem that is facing the future for Apple, can be summed up in a textbook of Marxist philosophy in the word, namely, growing material and cultural needs of the people with the contradictions between the backward social production. Now Apple has become increasingly unable to meet audience expectations, after a mediocre NewiPad and iPhone4S, also a lot of jump statements thrown out praise of reality, and after the release of the iPhone5, the performance is more powerful, similar praise has a lot less. This is a warning sign.

Apple iPhone5 undoubtedly will still be sold, will also record the highest sales in the history record, before these victories is more valuable than before, because Apple is living on capital and want not to make revolutionary. Many fans sought after, the industrial chain of associated interests, developers look forward, now that Apple even released a super mediocre machine, also hit a sales record, which is no way things. When Jobs was starting a startup, made one, screwed up one, and then made one, then screwed one, which this phenomenon does not occur, because Apple has become synonymous with innovation and revolution. People don't realize when the revolution comes, the real revolution has quietly begun, just like the release of iPhone and iPad; when you look forward to the revolution, access is often disappointing, for example, iPhone4S and the iPhone5 were published. However, Apple iPhone has big effect on the smart-phone market, Apple iPhone also has drive peripheral industry, many manufacturers have made many kinds of iphone accessories, such as  
iphone  
dustproof plugs, iphone case, iphone holders, iphone skins,  
iphone  
power packs and so on.

However, the era of the characteristics of the times, are not necessarily better than before, but certainly more correctly than before. You can count the funds of Apple, see also can eat for years. Technology lead is supporting a core engine for Apple, but now the situation is facing change. Nokia can wirelessly charge mobile phones, Samsung used the induction of human-machine interaction technology on a handheld device. In terms of operating systems, Android has published four years ahead in the market share, while the more anticipated Windows8 hasn't started. These

are Apple facing a real crisis in the coming years.

A high market share, profit margins as high as companies, whether there is innovation power? This is the eternal topic of technology. The reality is, a group of capitalists led by only an idealist, to constantly advance triumphantly. Now, idealist Steve Jobs has died, leaving a group of capitalists of the impulse that is full of interest, the future of Apple, it is hard to say.

More important is that Apple now has become more arrogant, more and more aggressive. The provisions of the King of Apple, had contempt for consumers to its limits, there is no way, the plenty of people are rushing to pray on slavery. Screen size changed, appstore developers only have to pay the cost for this phone have billions of people choose to suffer in silence. Data cable for the whole small industries will have to follow the data cable, consumers had to pay hundreds of dollars each to replace the existing annex. With Samsung's litigation lawsuits around the world, seemed endless, more formidable competitor Google not outcrop. With their crappy map replaced easy to use Google maps, YouTube application out of the store, Apple's little "Flash in the Pan", and as such to combat rivals and ignoring the user experience thing. Apple's culture is to instill, depending on the user as worthless, once to maximize this culture, what will be the effect, even Steve Jobs can't predict anything.

Lack of innovation dynamics, arrogant and aggressive, when a company is on the road to the development of time, the future is very delicate. Consumer can bear with a company, often do not use it as the company's added value to the consumer, and tolerance have to recognize this reality, essentially eroding their laboriously.

Apple funds is thick, can also eat a few years, but also when there is always eating.

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Mood: Not Specified

Music:

Wed, 26 Sep 2012

6:50 AM

Can Microsoft Win8 succeed

Beijing time on September 13, Apple launched iPhone5, through half a year later, the industry has seen a poor smart phones, in addition to being stretched beyond the screen size, nothing special at all. The industry even laughed at iOS developers, "you finally have to taste Android fragmentation."

However, Nokia fans laughed, a few days ago Nokia has just released two new Windows Phone 8 (WP8) system of mobile phones, where Lumia920 is the screen size, resolution, camera, is also equipped with Wireless charging technology, native King PureView camera technology and so on, which is better than iPhone5.

Nokia should have a long sigh. From the beginning of February last year, Nokia began to bond with Microsoft deeply, there is no plan b in the eyes of the enterprise. Actually not only Nokia, the enterprises that squeeze have already suffocated by Apple, should see a glimmer of hope. Dell, HP, Acer, Asus and so on, brave in these PC times, Tablet PC has long been under the impact of weak growth, also those in the mobile era wanderers forward mobile phone manufacturers such as Nokia, HTC, they need a chance of tilting pan. Win8 just gave them such an opportunity.

Microsoft attitudes in Win8 not just to hype a concept, nor a simple system upgrade, but a long premeditated plan. Microsoft Senior Vice President of global Chairman of Ya-Qin Zhang, Microsoft Asia-Pacific Research and development group of the global entrepreneur said: "in 2004, we will have a concrete strategy on the mobile side, want the operating system to integrate mobile, PC, Tablet, television, game consoles (XBOX), all kinds of terminals, but problems with Windows Vista, we missed a cycle. "" Now Win8 finally achieve fusion, this is the realization of a dream.

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The Win8 will be officially released on October 26, a total of Windows 8 Preview Edition, Standard Edition, Professional Edition, RT, Enterprise, mobile version of WP8, Microsoft has released a preview version, the mobile version of WP8 and RT version. The biggest feature is that, all versions have the same kernels, moreover, Win8 kernel will apply to all computing devices, and includes Window Server 2012, Windows Azure, easy cross-platform development. The second characteristic is that Metro touch has new interface (now called the Modern interface).

In order to prove the special of Win8, on June 18, Microsoft launched its own its first two tablets, distribute Windows8 and Windows RT system. The former is X86 (Intel), the latter is the ARM architecture. Surface explain one thing: with Win8,PC manufacturers can produce dazzling tablet, while not losing PC performance. It is

called the Tablet/hybrid device in the industry.

Microsoft CEO Steve Ballmer, at a joint release with Nokia, said: "the world will usher in the year of Microsoft."

In the past year, with durability of both Windows and Office cash machines, Microsoft Money also is rolling in. Fiscal year 2012 (at the end of June 2012), Microsoft's revenues of \$ 73.723 billion, \$ 16.978 billion in net profit, still maintains a lead on rival Google-2011 Google revenues 37.905 billion dollars, 9.7 billion dollars in net profit.

Apple CEO Cook said at a press conference of iPhone5, the total sales had reached 84 million units of iPad, occupied the third of the global Tablet market share and 68% tablet of Internet traffic. According to IHS iSuppli reports issued by the company expects global smart phone shipments will reach 519 million units this year, including Apple's iOS and Google's Android mobile phone market share to as high as 76%, that by 2016 this figure will be closer to 80%. However, if Microsoft wants to over Apple, it needs work hard. Not only Apple has big effect on smart phone market, but also peripheral industry. They also make money from Apple fans, for example, they make and sell the Apple accessories, such as

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iphone cases, leather iphone cases, stylish iphone cases,  
metal  
iphone cases and so on.

For Microsoft, no matter what the time, cannot wait. What about Microsoft? Win8 is the answer, Win8 means everything. Where is Win8 magic?

In fact, Win8 does not necessarily terminal operating system. Ya-Qin Zhang of the global entrepreneurs through the logic behind, "in our judgment, the future belongs to only three types of platforms, one is the cloud platforms, such as Amazon, Microsoft, Google, etc; one is the side of the platform, such as Samsung, Apple, third class is the application platform, such as Facebook, Twitter, etc. Three types of platforms is not a lot in the future, only those who cross all terminal devices, unified enterprise can survive, counted down each class are only a few in the world.

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Clearly, Microsoft wants to be the one to stay the biggest platform, Win8 exactly meets this logic across platforms. Microsoft ultimately wants Win8 to form a "cloud + end", "n-screen + cloud" ecosystem, currently with Office 365, Microsoft Xbox, Bing, six cloud platforms such as Skype, PC, mobile phones, tablets, televisions, cars, such as n-screen, need Win8 to occupation.

Introduction according to Ya-Qin Zhang, Win8 ecosystems can provide services to individual consumers, while also providing services to enterprise users. The latter point is Microsoft's competitiveness of ecological differences distinguish it from Apple or Google. Somebody once lamented in the industry: "they cannot believe Microsoft took 5 years to do it, but its finally done and happy.â

Win8 on this battle, Microsoft has done a very strongly. In addition extended Windows name, other users feel differently. Interface completely different interaction methods are completely different, four-colour LOGO replaced with one-color LOGO of square blocks, even in sales also made a major change in the way. Previously, Microsoft is "retail OEM+", which will add a very attractive programme: by downloading the upgrade existing Windows XP, Windows Vista or Windows 7, only \$ 39.99. This is rather like Apple's operating system upgrade fee model.

Security: Public

Location: Not Specified

Mood: Not Specified

Music:

Thu, 27 Sep 2012

4:47 AM

### Does Apple iPhone 5 have a future

Apple on Wednesday released iPhone 5 that owns lots of new features. The fuselage is thinner and the screen is the bigger, virtual assistant Siri is much stronger than before. In addition, there are new maps on the phone and electronic coupon service. But no one praised the new phone is a huge leap. Not only that, but several other smartphone functionality of the standard configuration does not appear in the iPhone 5, and many of these features have been well received by consumers and technology evaluation officer, such as a bigger screen than the iPhone 5 and phone billing functions.

These metrics will usually quickly declare who is the winner and who is the loser. The past few months, they have been complaining about the iPhone that does not provide additional functionality.

Even some die-hard Apple fans are in doubt Apple can continue to innovate exploiting, isn't it had begun "slumber". One Apple employee recently said, in private, he has always hoped that the new phones would appear more drastic changes.

The past, after the iPhone listed, impatient rush of consumers around the world, each generation of the iPhone are different from the previous generation.

Five technical defects

But the technology gap is attracting more and more attention.

The below is missing some of the following features for iPhone

5:

Digital pay: Galaxy Nexus, install Google's new Android system phone and upcoming Windows phone has a digital wallet service for support near-field communication (NFC) chip. With this feature, users can in certain retail stores through the brush cell phone billing. However iPhone has no NFC features, only some minor strides in pay, specifically a new e-voucher and credit card services "Passbook".

Touch share: most of the new Android phones by means of touch you can share media files (which also benefits from the NFC). These phones can in this way to share photos, videos, contacts, Web pages, as well as information on the application. Apple iPhone 5 does not have this feature.

Dynamic home screens: iPhone continues to use static icons home screen, you must click on the icon to display relevant information.

Many Android phones have more personalized modules, a push would have been drowning in information in the application.

These Android phones users can see Facebook FB+7.73% news and weather on the home screen, and so on. For example, one can see the actual content of the email instead of e-mail application icon.

Windows Mobile home screen on the magnets has a similar feature.

Nokia is expected to be available later this year, such a phone.

(Unlocked iPhone also pushed some of the less prominent notification on the screen, such as Facebook new messaging. This is the first step.) However, I have to say that Apple iPhone 5 still have a big effect on smart-phone market, it still takes a significant amount of smart-phone market. What is more, more and more iPhone accessories emerge at a historic moment, for example cute

iPhone 5 cases.

Facial unlock: many new Android phones are using facial recognition technology, people looked at cell phone can be unlocked. Apple iPhone users still use stroking the screen with your finger to unlock.

Larger screens: iPhone5 screen is 4 inches, although it is more powerful than the previous generation iPhone, but it still is smaller than some phones on the market. Samsung Galaxy like S3 has 4.8 inches. Indeed screen 5 inch cell phones had been sold.

Wireless charging: Nokia's new mobile Windows Phone 8 operating system installed can be charged without cable. You only need to put the phone in a support "Qi" Wireless charging standard on the charging pad. The new charger of iPhone 5 is smaller than the original, but it still has a data cable.

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Music:

Fri, 28 Sep 2012

6:18 AM

### Apple starts to turn defensive attack

Foreign media published Tuesday that Apple's next generation iPhone 5 is not only a smart phone, also hosts the hope for the future of Apple. Apple has been gradually transferred to the defensive role in the competition in the Smartphone market. Since the publication of the first generation iPhone, it has 5 years. Analysts believe the design of Apple iPhone responses to its challenges from Samsung and other smartphone manufacturers, such as the screen size will be increased for the first time, and will support a faster mobile network.

Since 2007 the introduction of the first generation iPhone, Apple would face greater competitive pressure. But Apple's competitors are always changing, first as RIM and Nokia, and now the Asian manufacturers such as Samsung. There is also not a manufacturer like Apple, achieving the seamless integration of hardware and software, but Google's Android mobile operating system has become the world's largest number of users, Android of Samsung is the leading mobile phone manufacturers. However, Apple still has a big effect on Smartphone market, they still need a long time to surpass Apple. As Apple iPhone 5 published, more and more best

iphone 5 cases were coming into being, which showed Apple had drive the peripheral industry.

Last week, Nokia released a new Microsoft Windows Phone 8 system Lumia smartphones. These new products will become a powerful competitor for Apple. Gartner analyst Carolina Milanesi said: "expanding market share is more and more difficult.

The contribution revenues of iPhone reached a half of Apple, so Cook needed to attract investors and consumers by virtue of the new iPhone. After as Apple CEO for over a year, Cook maintained a growth rate of Apple, but he has yet to make innovation and marketing capacity evaluation.

At present, most of the technology industry experts believe that the new iPhone will not cause much Breakthrough Smartphone hardware technology, but analysts still expect, in this quarter at the end of September, Apple will sell 10 million to 12 million vehicles iPhone.

Apple's advantage

In competition with Android phones, Apple has the advantage of leading edge hardware design, integration of content between different devices, as well as applications, music, games, and other media content consisting of a large ecosystem. Competitors' products are often unable to provide the content and services.

Although Android is an open source system and provided to handset makers free of charge, but Apple's closed ecosystem ensured consistency, and generate customer loyalty. This prompted developers to the Apple platform for continued input.

But as the number of applications increasing, some developers have pointed out that, in the "Ocean", a new application to attract user attention becomes more and more difficult. Other developers said, they begin to pay attention to the Amazon Kindle Fire. With convenient payment functions similar to the iOS, Kindle Fire application development is also an attractive option.

Mobile game makers Pocket Gems Chief Operating Officer Ben Liu said: "the most important issue is when the new iPhone will be launched. "Developers favor Apple's platform is primarily due to the platform's user stickiness, as well as" interoperability between the various Apple devices. " Pocket Gems such as development of famous games including the Tap Zoo.

Apple released a new version of the iOS system 6 in June of this year, which introduces many new features. The version of the system will be used in the iPhone 5. In the IOS 6, Apple improved the search functionality of Siri voice service, and had to be replaced by autonomous mapping service Google maps. Other changes include car navigation functions, as well as the application of a named Passbook, can use mobile phones to provide electronic airline tickets, movie tickets and restaurant credit card.

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Sat, 29 Sep 2012

5:16 AM

## Are you that afraid of Apple or Amazon

Currently of technology company has two species mode to make money, one is that like Apple uses hardware, software and service to make money, another is that like Amazon does not use hardware to make money but service and software to make money, however now we seems, this two species mode for traditional of computer company are is revolutionaries, regardless of Apple and Amazon are extreme of compression has computer company of survival space, phase comparison, Amazon is more terrible.

Last August, I wrote an article on the personal site, called "what are really scared of Apple's competitors." In the article, I stated such views, Apple's competitors are really afraid of Apple's sixth sense--it can predict consumer demand, which consumers don't even know.

Many people believe in this predictably comes from Steve Jobs about intuition, because Apple has never done any real customer survey and key groups. While this is a part of, but the truth is that Apple's executives to create a product they want and want to use their own, which has become their product ideas and design guidelines.

Apple does not need to invent a product. It put the existed on the market of products better. For example, Apple didn't invent the MP3 player, iPod MP3 players became better. The same applies to iPhone and iPad.

But Apple by using their product as an application and front end further use of this service, for consumers it has created a great ecosystem. This is not just to separate Apple and other competitors, also makes it difficult for the company and rival. Apple's competitors, it has become a terrible problem.

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I recently got a huge multinational technology company consulting requests. It wants us to study the Amazon company influence on future business potential. Although we didn't get the project, we also began to conduct research on the issue in our own way. We found that Amazon that is similar to Apple, has created a lot of fear in almost all the high-tech company.

The reason, although Amazon is not a clear high-tech company, it was a very broad range of consumer goods companies, as long as the Kindle or Kindle Fire HD device as a mobile front-end can access a wide range of products and services.

So it is clear, now we can imagine a computer company, and even consumer-oriented, based on hardware electronic high-tech companies that how to look at Amazon. The company, like Apple, is virtually a rewrite of the rules of high-tech games. Increasing competition forced on hardware manufacturers turned to price wars, profit almost no hardware can get. Some manufacturers still are playing the numbers game, want to sell enough products on shares to get 5% per cent profit. Besides, I have to say Apple has a big effect on the smart-phone market, what is more, it also drives peripheral industry, more and more Apple accessoires are come into being, such as

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But behind the market, there is also interesting difference Apple and Amazon. Apple gets the best of both worlds. Its 27% of the profit on all sales of hardware products and applications, content and services to earn money. Meanwhile, Amazon has almost no profit on the hardware, and instead, through its device will make profit on the purchases of products and services.

Both business models make it difficult for other competitors simply by selling the hardware gain real benefits.

Because--especially Amazon's profit is to buy products and services from hardware. At this point, no computer companies are able to provide their own, even closer to the Amazon to provide product and service systems for its consumers.

It is interesting, in this concern at the request of the future impact of transnational corporations in the Amazon, the company even taking into account the acquisition of an online sale of consumer goods retailer, as their potential to compete with Amazon.

However, Amazon has been excellent, and consumer goods stores and distribution centers in their own building, not an online retailer in terms of delivery of goods, to reach Amazon has the depth and breadth of today.

Incidentally, not only these computer companies are fear to Amazon. This week, Wal-Mart stopped selling all of Amazon's Kindle devices. Wal-Mart was finally awake, awareness of a Kindle tablet,

in fact it's business is filled with competition. It is only Amazon products of Wal-Mart showroom. Wal-Mart stores found that people would go to it view the entity of a product they want, and if prices cheaper on Amazon, they purchased on Amazon. Who are customers of Amazon Prime user is especially pronounced because they do not need to pay the cost of transportation, and access to more expensive products. (Amazon Prime is Amazon billing member services, Member can be specified on the lease for free use in the Amazon e-book, music, film and television content, on express services also can dispense postage in addition, members can also to entities on the best price to buy Amazon products) earlier this year, Target for the same reason to stop sales of Kindles.

Amazon, Apple and Google even are proved to be a behemoth, is also a direct competitor of computer companies, major retailers. Amazon and Google, although they do not own a computer, their business model around applications and services were very destructive. Now, the models have caused almost all the computer players fear that Amazon, one 18 months ago did not even appear on the ranking of competitiveness of the company.

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Location: Not Specified

Mood: Not Specified

Music:

Thu, 4 Oct 2012

4:06 AM

**Amazon spares no effort to attack the Smartphone market**

According to foreign media reports, in the past 5 years, Apple has earned huge profits in the Smartphone and Tablet market, and in stark contrast with Apple, other manufacturers either struggling or being eliminated. But this is not conducive to market competition, is not a good thing for consumers. Good news is now that the situation has changed, in the Tablet market, Google and Amazon respectively, with their Nexus 7 HD and Kindle Fire began eating away at the original profits that belongs to the iPad's huge profits; and in the Smartphone market, in addition to Samsung and Android camp, Amazon gets ready to get down

Best commercial markets should be this case that the industry leader own larger gains, while the other competitors at the low end price attract its groups in the area, and is actively developing its own technology, bridging the gap with industry leader. Only such reasonable competition to promote the healthy development of

the industry, nor does it have a monopoly, are less likely to let industry leader in price as high as Apple's monopoly profits. Consumers can also choose according to their economic level of different grades of electronic products.

But now Apple Smartphone especially after 5 years of development in the Tablet industry did little things should appear: established a near-monopoly of huge industry profits.

Apple completed these achievements in the following ways:

First of all, from product quality and functionality, Apple maintain industry's great leader to other opponents

Second, around its device to create a "platform" eco-system, and then it develops a network effect, which is difficult with your hardware manufacturer.

At the same time, Apple's manufacturing process is very efficient, that makes the company both suppliers of high-end products, is also a manufacturer of low-cost products. In this way, Apple becomes the world's most profitable and the enterprises with the highest market value.

However, there are other companies pose a challenge to Apple's governing authority. It also increases the likelihood of Apple's enormous profit margins will decline.

In smartphone area, Apple's biggest competitor comes from Samsung. Now Samsung has been developed to catch up with Apple's iPhone product--Galaxy s 3. And Galaxy S3 in early September, sold more than 20 million units, Shin, a head of Samsung IT and mobile business unit said in a media interview Jong-kyun, Galaxy S3 smartphone sales will exceed 30 million units this year. However sales of Apple's recently released for iPhone5 is also bullish, has just launched a cycle break records in sales. But Samsung and Apple are racing ahead of the competition in every product, so consumers have a real choice. Some consumers will choose Samsung or other Android makers, which would further erode Apple's profit growth.

In Tablet PC industry, before Apple also has its own rival, but far from being able to truly be able to pose a threat to its own brand. But now Apple has encountered two companies that have different business models with Apple -Amazon and Google.

Both Amazon and Google, and they didn't need to make money through the sale of hardware, since other ways they can get revenue: Google search, Amazon on content and e-commerce. If the two companies can produce Apple products and competing products (not better, just with competitive), they were the advent of Apple's selling their own products. We already saw this in the

latest of several product launches.

Google Mini Tablet PC--Nexus 7 has been on sale, priced at \$ 199. The version of Kindle Fire HD 7 inch sells for \$ 199, and 8.9-inch version of the Kindle Fire HD sells for \$ 299, \$ 100 is cheaper than the iPad 2. Both Amazon and Google have for sales pressure on iPad. For most Tablet users, compared to \$ 399 iPad, \$ 199 Kindle Fire HD or Nexus is a more attractive option. As an example, in a family, children may fall, miss, or otherwise damage the Tablet, compared to \$ 399, the \$ 199 is cheaper. Initial talk outside Apple mini iPad and iPhone5 will release together, but it turns out, Apple not ready for the iPad mini now, particularly in terms of pricing. If it is priced at 299 dollars, sales may not be very good (only \$ 100 cheaper than full-size iPad), but also face competition from Kindle Fire HD for \$ 199 and the Nexus. But if the Apple iPad Mini in order to maintain the existing market share price drop to less than \$ 299, Apple on this product, it is difficult to get too much profit than before.

Consumers will have a variety of attractive options in the future in the tablet computer market, but these models are lower than the price of the Apple iPad. Compared to the two years ago, there were significant changes in the Tablet market. Apple's dominance would be subjected to unprecedented challenges.

Apple iPhone may be the world's most profitable product, profit margin reached 40%, it will bring at least 30 billion dollars in revenue this year for Apple. What is more, Apple also launch all kinds of iPhone accessoires to make money, such as

cute

iphone 4 cases , leather iphone 4 cases, cool iphone 4 cases, bling iphone 4 cases,

unique

iphone 4 cases and so on. However, Apple's profits are not safe. In fact, in the history of business, what kind of profit is not always safe. Especially in the highly competitive technology industry, once brilliant moment of BlackBerry, Palm, and Nokia are a good example.

Samsung's rise has made consumers have real choices in the high-end smartphone market, while Google's acquisition of Motorola Mobile you will eventually provide more choice for consumers.

Erosion of this will make other companies ought to flow into Apple's profits.

Taking into account the importance of traditional phone services in intelligent machines decline, Amazon is likely to be launched in the near future a brand of high-end smartphones, which are much

cheaper than the current options and prices. Although Amazon has not released a Smartphone, but industry reports that the company is developing.

View of the Amazon on the Tablet's price policy, as Amazon CEO Jeff Bezos said, Amazon will not care about hardware, but would prefer to benefit from the service. So Amazon's mobile phone may by virtue of their price advantage shake up Apple and Samsung now.

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## Apple VS Microsoft VS Google

Four quarters, tablets will go into carnival season. Sources said that Apple will issue an invitation to the media these days, the rumors said that iPadMini is expected to be officially unveiled on 17th. At the same time, first foray into hardware giant Microsoft over the years, will release WIN8 system on October 26 in Beijing, the first tablet Surface will be fully available.

On the global market, Thanksgiving Day and Christmas day is the popular Carnival day, this day will also take on giants such as Apple, Microsoft, Google.

Apple: iPad Mini still is in the half shell

For the upcoming release of iPadMini, will have a little surprise in the market, market is quite concerned. More rumors are now, iPad Mini will be released on October 17, 7.8-inch screen size, 8G space and carrying A5X processor. The latest news showed that iPad Mini will push the WIFI only version of official time to market at the beginning of November, while Apple would one use full-size iPad version 4G of the Flash interface. Analysts said, iPad Mini is a play on "cook time" branded products, mainly to Kindle Fire with 7-inch Amazon and Google Nexus Tablet competition, to seize the small size of the Tablet market. In terms of market prices, analysis predicted that Apple iPad Mini would not exceed \$ 250, because Amazon and Google's 7-inch tablet in the United States sell for about \$ 200, iPad Mini wants to seize the peer of the market, needs to make concessions on price. As expected, Apple's iPad Mini or exceeded 10 million in sales during the year. What is more, in order to add the sell point, Apple will launch all kinds of ipad accessoires, like cheap ipad cases, ipad holder and so on.

When Apple iPad 2 launched, Apple also has done to launch all kinds of cheap iPad 2 cases .

Microsoft: Surface or is available for sale via Suning  
Microsoft's first foray entered into hardware manufacturing for many years, starting from the flat Surface. Microsoft public relations confirmed to reporters in China, Microsoft has released in four or five countries in the world the WIN8 system, China will be held on 23rd and 26th at the Beijing time Microsoft will launch WIN8 system in the United States New York, when the Surface piggyback WIN8 system will officially enter the market.

Recently, rumors said that in the Chinese market, Suning appliance other than the Microsoft store will become the exclusive sale Surface channels. However, journalists from the two sides did not get the exact message. Suning officials from concerned departments said, the company has been communicating with Microsoft, but no final word. IT industry in Silicon Valley giants "hardens" trend, Surface flat release for Microsoft should have a special significance.

Surface plate uses 10.6 inches, in two versions: the Windows RT version of the configuration is relatively low, as well as a higher version of Windows 8 Pro, in price, of course, there is also a gap. But rumours said that the price has many versions, the price difference of \$ 200 or more.

Google: \$ 99 flat panel will or debut in this year  
Google is also daring. Yesterday, Google officially announced the Nexus 7 Android 4.1.2 update, according to the commitments of exposure before the Fixed Bug, and further interface is beautification, to optimize performance.

It is of concern that there are rumors of Google will be combined with Samsung to launch 10-inch tablet, positioning the high-end user, the screen resolution is higher than the new iPad. Most exciting is that Google in December may launch the Tablet for only \$ 99, this will be no small impact on low-end Tablet market. In the past year, great changes in the share of the Tablet market. Apple's share fell from 81% to 52% in 2011 to 2012, while the share of Android tablets have been to 48%, Amazon Kindle Fire flat occupies 21% market share since the launch in November last year. In the Win8 camp, in addition to Microsoft's own Surface, Amazon Kindle Fire HD 8.9 inches, United States David Barno NOOK HD online bookstore will also

have four quarters listed in bulk.

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